PHILIP MORRIS, U.S.A. INTEROFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Karen Eisen **DATE:** July 23, 1986

FROM: Dave Mackey

SUBJECT: Request for Newport Smoker Names

We are making every effort to avoid using our database names for research purposes at this early stage of development. Our goal is to try and avoid any possibility of "over-contacting" consumers until we understand the implications.

At the same time, the urgency of your need for Newport smokers, and the importance of the menthol project warrant an exception in this instance. Therefore, we will gladly accommodate the request. We do, however, want to be sure that such use of the list is minimized.

Please let me know exactly what you need, and I will have it sent.

DM

BAR/dc

cc: C. Levy
B. Reuter

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